

RE.A.PRA

REAPRA, a Business Builder and VC firm in Southeast Asia, Invests US\$1.2 Million in Singapore Media Startup Sycamore

April 11, 2017, Singapore: REAPRA Pte. Ltd., a business builder and venture capital firm, announced today it has invested US\$1.2 million in Sycamore Media Holdings Pte. Ltd., a Singapore-based media startup that focuses on promoting entrepreneurship in Southeast Asia.

Sycamore is the parent company of Inc. Southeast Asia, the sole Southeast Asian licensee of Inc., the world's leading media brand for entrepreneurs and startups. Inc. is active across the digital, print, video and events spheres, providing support and a gathering space for entrepreneurs in the region.

“Our investment in Sycamore is indicative of our company's vision of supporting entrepreneurship in the region, which will in turn solve many of society's challenges, boost innovation as well as job creation,” said Jason Dacaret, head of public relations and CHRO at REAPRA. “Sycamore focuses on strengthening the regional entrepreneur ecosystem, which ties in with REAPRA's goals of building businesses across Southeast Asia.”

REAPRA, set up by Japanese entrepreneur Shuhei Morofuji in Singapore, invests in companies that have a strong local impact with the intention to expand regionally. Through research and practice, the company picks businesses in fields that have not yet been dominated by other players and are poised to grow over the next 10-20 years.

The firm has 14 direct subsidiaries, including two VC firms, and is invested in 40 startups across Southeast Asia in diversified industries including agriculture, healthcare, education, hospitality, digital media, travel, real estate, and aerospace. Each subsidiary will run and develop individually with the goal of optimizing its market valuation at US\$2 billion within 10 years, while REAPRA will continue to provide key strategic and operational support.

“REAPRA is a strong partner who understands the region and this investment will enable us to carry out the next phase of our growth,” said Neel Chowdhury, chief executive officer of Sycamore and editor-in-chief of Inc. Southeast Asia.

Sycamore plans to expand its digital platform across Southeast Asia with more online content and launch a print product in May. The company also intends to roll out an events platform, starting with the Philippines this month.

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About REAPRA

Set up in Singapore in 2014 by Japanese entrepreneur Shuhei Morofuji, REAPRA's mission is to work with Southeast Asian startups to create new and prosperous industries using a disciplined approach of research and practice. REAPRA comes up with original ideas and seeks entrepreneurial CEOs to create new business models. The company has established 14 direct subsidiaries and invested in 40 startups in diversified industries including agriculture, healthcare, education, hospitality, digital media, travel, real estate and aerospace. The company's businesses operate across Asia including Singapore, Thailand, Vietnam, Malaysia, the Philippines and Bangladesh.

About Sycamore

Sycamore Media Holdings is the parent company of Inc. Southeast Asia, which holds the sole Southeast Asian license for Inc., the world's leading media brand for entrepreneurs and startups. The company was set up in 2014 with a commitment to two ideas. First, as entrepreneurs and startups within Southeast Asia increasingly share capital, technology, innovation and a common market of 600 million consumers, Inc. Southeast Asia will be the bridge that will link the entrepreneurial community in the region. Second, the start-up boom that began in Silicon Valley and which spread to China and India has now reached Southeast Asia. Inc. Southeast Asia, which is active across digital, print, video and events, will tell this exciting and unfolding story in the region.